

University of Dundee

Hands of X

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Dundee Design Festival

Report 2016

dundeedesignfestival.com



SUMMARY

The first Dundee Design Festival was held over four days from 25th – 28th May 2016 in the former DC Thomson print factory, West Ward Works, on Guthrie Street.

The theme of the festival was 'Place. Work. Folk. Design.' through which the festival explored the potential of design to connect communities and improve everyday lives. This integrated view of the city freely borrows from one of the most famous and fundamental principles of Sir Patrick Geddes (1854 – 1932), the world-famous Scottish town planner and professor at University College Dundee for 30 years.

The festival was contained within three galleries and a screening room, all located in the vast building. The exhibition showcased work and projects by more than 30 different designers and the events programme contained 25 different talks, workshops and performances.

The festival was visited by 7005 people in the period between 10am on Wednesday 25th May and 10pm on Saturday 28th May.





PARTNERS

The festival enjoyed significant support from major partner **DC Thomson**, which included the provision of the venue and the building works required to bring the venue up to standard and ready to hold the event.

Dundee City Council was a supporter of the festival in many ways, including supporting the festival from within council departments.

Leisure and Culture Dundee was the main supporter of the festival offering expertise, funding and staff time to make sure the project succeeded.

The **University of Dundee** were a major contributor to the festival through their different schools. Staff and students were a major part of the exhibition as well as the talks programme.

Creative Dundee were a major partner in the planning and delivery of the festival, contributing specifically with the delivery of Mass Assembly in partnership with Creative Edinburgh.

Design In Action showcased five of their pipeline businesses at the festival.

Dundee Contemporary Arts provided the pop-up shop and workshops.

V&A Museum of Design Dundee presented two exhibitions, staging their Schools Design Competition exhibition and telling the story of their co-design project for the V&A's community garden.

Masterchef Professionals winner, **Jamie Scott** delivered the catering for the festival. He has recently opened his own restaurant, The Newport.

Contributions to the festival's content and delivery for both the exhibition and events programme were made by supporters and suppliers from the academic, business, public and voluntary sectors in the city and included: **Abertay University, AM Lighting, Aslamco, Creative Dundee, Creative Edinburgh, Dundee & Angus Chamber of Commerce, Dundee Contemporary Arts, Dundee City Council, Dundee Museum of Transport, Dundee Partnership, Dundee Rep Theatre, Edinburgh College of Art, Fibrecast, Fire Scotland, Icon Signs, Maggie's, MAKlab, Medtronic, NCR, NHS Tayside, Nicoll Russel Studios, OVD, Police Scotland, Rapid Visual Media, Signergy, University of Dundee's School of Life Sciences, Centre for Anatomy and Human Identification and Duncan of Jordanstone College of Art & Design, Scottish Dance Theatre, and Verdant Works.**

DESIGNERS

Local and national designers were at the heart of the Dundee Design Festival.

One of the primary objectives of the festival was to highlight and promote excellence in design by designers based in Dundee and across Scotland.

The 2016 festival had a particular focus on design in healthcare, but also profiled those working in digital, textile, print, gaming and product fields.

The Dundee Design Festival team took great pride in being able to work with some of the most exciting and innovative designers in Scotland and to showcase their ideas and work at this incredible festival.

Contributions to the festival's content were made by the following designers:

Alistair McGill, Ann Davidson, Annie Campbell, Aymeric Renoud, A Fox Wot I Drew, Biome Collective, Cally Booker,

Dayna Galloway, Design In Action, Dundee Rep Theatre, Don & Low, Doctor Richard Oparka & Campbell Medical Illustration, eeGeo, ECA for Maggie's, Elizabeth Comerford, Frank Gehry for Maggie's, Graham Pullin, Guerilla Tea, Hands of X, Hayley Scanlan, Jack Ellis, Kate Pickering, Kengo Kuma for V&A Dundee, Kennedytwaddle & Linsey McIntosh, KerrieALDO, Kirsty Whitenm, Lateral North, Lesley McIntyre, Lesley Howells, Lesley Riddoch, Louise Kirby, Healthcare, Design Dundee, Natalie Lafferty, Niamh Nic Daeid, NCR, Norman Watson, Martin Baillie, Maria Maclellan, Matthew Jarron, Mike Press, Open Change, Rodney Mountain, Scott & Fyfe, Scottish Jewellery Week, Sein, Slurpp, Sonopill Programme, Space Budgie, Simon Whatley, Sue Black, Thomas Holm, Tussi, University of Dundee's School Life Sciences and CAHID, Vivomotion, Wearable Art Dundee and Zoe Venditozzi.







FINANCE

The festival was supported by public bodies Creative Scotland and Event Scotland with support from Leisure and Culture Dundee.

The budget for the event was initially £70,000. This increased to a final budget with expenditure totalling £92,688. This increase was possible with the additional support in the form of sponsorship from local business, securing funding from a notable local trust and contributions from festival partners. The festival's budget was balanced with a surplus of £36.53.

100% of the expenditure was spent with companies based in Scotland.

Major Funders: Creative Scotland, Leisure & Culture Dundee, EventScotland

Funders: Blackadders, Dundee Festival Trust, Festival of Architecture, Northwood Trust, McGill, NCR, Scottish Enterprise

The festival enjoyed significant in-kind support, totalling an additional equivalent of £42,348 from a range of partners.

ATTENDANCE

7005 people attended events which were part of the Dundee Design Festival, including events held in West Ward Works and those at other locations.

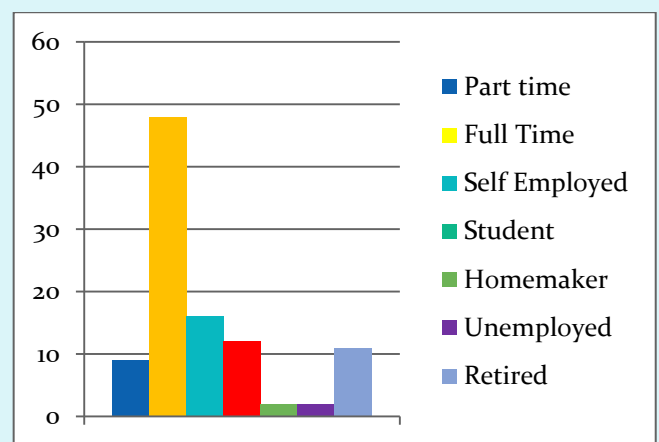
The results of the visitor survey tell us that 59% of visitors came from within Dundee, 39% from the rest of Scotland and a further 2% from further afield.

International visitors to the festival included those from: China (Shenzhen & Jingdezhen), Austria (Graz), Finland (Helsinki), France (St Etienne), United States of America (New York), Estonia (Tallin) and South Africa.

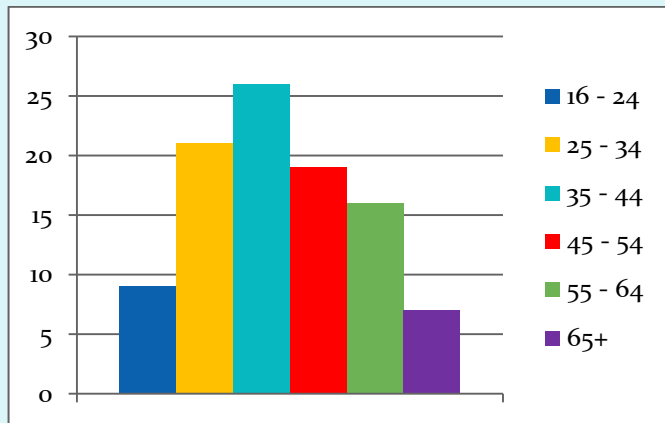
ABOUT THE VISITORS

37% of people were attending the festival on their own, of the remaining 63% who attended with others, their average group size was 3.2 people.

It was expected that a high proportion of visitors would be from the student population in Dundee, however the graph below shows a large percentage of people in work attending the festival. As expected for a design festival, a significant percentage of visitors were self-employed.



The Dundee Design Festival enjoyed an even spread of ages amongst the visitors, with the majority of visitors falling within the 25 – 45 age brackets



OVERNIGHT STAYS

Of the people who visited the festival, 60% attended just one day of the festival, 24% attended two days, 11% attended three days and 4% of visitors attended all four days of the festival.

20% of visitors said that they were staying in Dundee as part of their trip to the Dundee Design Festival, which represents 1401 people. 53% of those overnight stays were in paid accommodation and the average length of stay was two nights, resulting in 1484 bed stays as a direct result of the festival

Visitors spent an average of £84 on a night's accommodation and therefore the accommodation spend generated by Dundee Design Festival was £124,656.

ECONOMIC IMPACT

The success of the festival and the excellent spend figures mean that the Dundee Design Festival contributed significantly to the local economy during the event, with a total of **£222,735**.



VOLUNTEERS

72 people applied to volunteer over the 4 days of the festival and 53 volunteers were successful in their application.

The volunteers worked a total of 1174 hours between them averaging at 22 hours per person.

Volunteers were not just from Dundee but travelled from Aberdeen and Edinburgh to be part of the festival. Some of the student volunteers originally came from America, Mauritius, South Africa, India and Poland. The volunteers included those who were students, those who took holidays from work to volunteer, some were self employed and worked around the festival while a handful were retired.



PRESS COVERAGE

The Dundee Design Festival enjoyed extensive press coverage both locally and nationally. There were a total of 36 individual articles resulting in coverage views of 183,000 and over 2000 social shares.

Publications included newspapers The Scotsman, The Herald, The Times and The Courier alongside design press Design Week and It's Nice That plus online news outlets Deadline News, BBC News and STV News.

Stories included those which profiled the festival and its programme plus some which were focused on specific designers and content securing editorial comment.

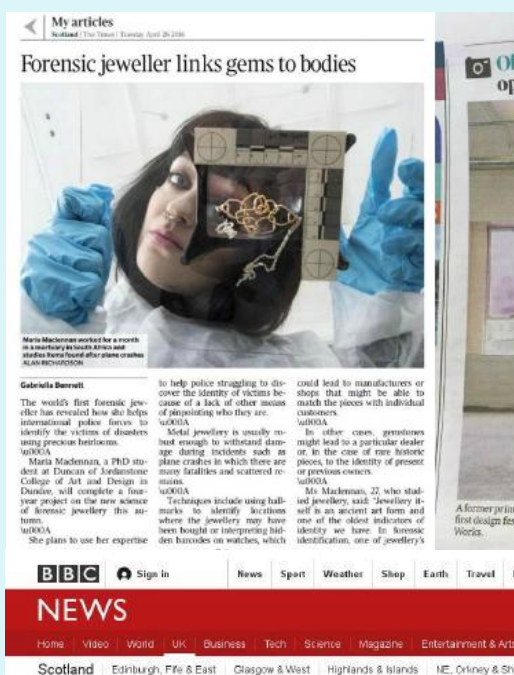
SOCIAL MEDIA

In the five week period between 1st May and 5th June the DesignDundee twitter account delivered 203,000 impressions, 499 retweets and 703 likes.

The Dundee City of Design Facebook page had 1245 page views and a reach of over 35,000.

The talk programme on Friday 27th May which was live streamed on YouTube and had 205 views.

The shared hashtag #DundeeDesignFest had over 1000 posts across Twitter, Facebook and Instagram.

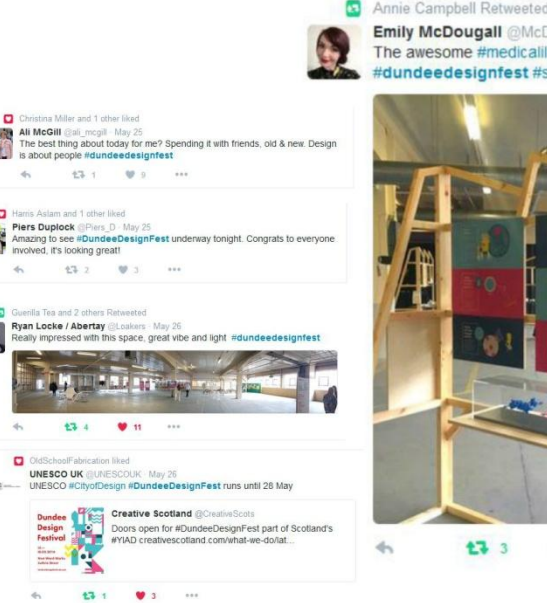


For more than half a century its thundering printing presses produced much-loved Christmas stocking fillers, including The Brooms and Oor Wullie annuals.

Five million books a year flew out of DC Thomson's West Ward Works during the Dundee nights, 1950s and 70s heyday.



The Waterfront, Dundee © Neil Williamson



FESTIVAL FEEDBACK

Participant and visitor feedback from the festival was exceptionally positive. While there are learnings to be had from any festival, the Dundee Design Festival team are particularly proud of the end result which was only possible with an intense planning period and much hard work.

Some comments from the visitor surveys and online feedback.

'Well done on a truly brilliant, thoughtful reimagining and exploration of the potential of this amazing space.'

'The best thing about today for me? Spending it with friends, old & new. Design is about people.'

'The innovative designs, great venues & originality. It really wasn't like anything else.'

'The volunteers were very well informed, welcoming and happy to answer questions.'

'It was a brilliant event and there was nothing that I attended that I did not enjoy.'

'Great space, nice staff, thoughtful spaces and useful sessions.'





THE TEAM

Led by the UNESCO City of Design Dundee team, Dundee Design Festival's delivery was supported by Leisure & Culture Dundee.

Chair: Stewart Murdoch

Producer: Sion Parkinson

Manager: Anna Day

Co-ordinator: Annie Marrs

Assistant Co-ordinator: Andy Truscott

Schools & Volunteer Co-ordinator: Leanne Roberts

PR & Media Manager: Jennie Patterson, Patter PR

Exhibition Design: Old School Fabrications

Graphic Designer: Angela Dunphy

Festival Identity & Website: Fleet Collective

Images: Alan Richardson, Dylan Drummond, Annie Marrs & Peggy Hughes



United Nations
Educational, Scientific and
Cultural Organization

DUNDEE
City of Design

• Designated
• UNESCO Creative City
• in 2014